



COMPREHENSIVE PLAN UPDATE COMMUNITY CONVERSATION TALKING POINTS

Attached are several pages of summarized facts and issues on housing, commercial and economic development, and transportation. These are suggested as a starting point for our Community Conversation on the Comprehensive Plan Update, and the discussion is not limited to only these issues.

HOUSING ISSUES

- How should we address the pressures on downtown residential areas adjacent to the College, and are there areas where student-oriented multi-family developments would be acceptable and desirable?
- Is the three unrelated person limit for dwelling units a valid restriction?
- Should we consider increasing the residential densities allowed for undeveloped residential land?
- Are there areas where new multi-family developments would be acceptable?
- Should multi-family residential projects be allowed in commercial districts?
- Are the current Bed & Breakfast regulations doing an acceptable job in regulating the location of these uses in residential areas?

COMMERCIAL AND ECONOMIC DEVELOPMENT ISSUES

- What steps should the City take to encourage continued economic growth?
- Are the City's current regulations too restrictive, not restrictive enough, or about right to encourage economic development and preserve community character?
- Does the Comprehensive Plan provide the flexibility for an appropriate mix of businesses in the downtown and college area, including student-oriented businesses?

TRANSPORTATION ISSUES

- In addition to the Richmond Road and Treyburn Drive projects, future improvements are planned for Ironbound Road (4-lanes between Richmond Road and Longhill Connector), Quarterpath Road, and Waltz Farm Drive and Patriot Lane intersection improvements). Are there other needed street improvements?
- Is a roundabout at the Jamestown Road/Boundary Street intersection a good idea?
- Are there pedestrian and bicycle improvements that should be given a high priority?
- Are there any other non-highway enhancements to our transportation system that should be considered?



COMPREHENSIVE PLAN FACT SHEET

Comprehensive Plans adopted by City Council in 1953, 1968, 1981, 1989, 1998

2000 Census information for Williamsburg

- 11,998 population
- Owner-occupied housing units – 1,602 (44.3%)
- Renter-occupied housing units – 2,017 (55.7%)
- Rental units occupied by persons 15-24 years of age – 501 units (24.8% of total occupied rental units)
- Population in college dormitories – 4,354 persons
- Population 18-24 years old – 5,524 persons (46% of total population)
- Population 65 years old and over – 1,404 persons (11.7%)
- Average household size – 2.07 persons

2000 Census Comparisons

	<u>Williamsburg</u>	<u>James City Co.</u>	<u>York Co.</u>
1990 Population	11,600	34,779	42,434
2000 Population	11,998	48,102	56,297
Pop. Growth Rate (1990-2000)	3.4%	38.3%	32.7%
Population 18-24	46%	6.4%	6.6%
Population 65 and over	11.7%	16.8%	12.4%
Median Family Income	\$52,358	\$66,171	\$64,892
Median Age	22.6	40.8	36.5
Renter-occupied housing units	55.7%	23.0%	24.2%
Average Household Size	2.07	2.47	2.78

Development since 1998 Comprehensive Plan

205 new single family lots
62 new duplex lots
228 new condominium units
6 new restaurants
306 net new hotel rooms (813 new rooms minus 507 demolished rooms)
CVS and C&F Bank, Jamestown Road
City Square
Colonial Williamsburg Visitor Center expansion
Quarterpath Recreation Center
Kimball Theater renovation
WaWa
College Corner Building
Prince George Parking Garage
Williamsburg Chrysler-Jeep-Kia, Richmond Road
Penske Vehicle Maintenance Facility, Rt. 60 east

HOUSING FACTS

- The City has experienced a slow, steady residential growth over the past 30 years, with 1864 dwelling units completed between 1975 and 2005. Most of this has been multi-family (duplexes, townhouses, apartments and condominiums): 63% multifamily (1167 units) versus 37% single family detached (697 units).
- Since 1975, only 202 rental apartments have been built, and 104 of these were built by the Williamsburg Redevelopment and Housing Authority.
- After the completion of existing approved projects in December 2005, future residential growth will be single family detached, based on the 1998 Comprehensive Plan and existing zoning. An additional 559 units can be developed under existing zoning.
- The City's population projection in the 1998 Comprehensive Plan for 2020 is 15,020. The 1990 Census population was 11,998. The state estimate for 2003 is 12,600. The 727 dwelling units that have been or are being built since the 2000 Census, plus the 559 additional dwelling units noted above, will add a total of 1,286 units. Based on the land uses in the 1998 Comprehensive Plan, and on a family size of 2 persons per household, 2,572 people could be added to the City in the next 10 to 20 years, bringing the City's population to approximately 14,570, which is 450 less than the Comprehensive Plan's 2020 projection of 15,020.

HOUSING ISSUES

- The Comprehensive Plan states that 38% of dwellings in the City are in buildings with 5+ units – this compares with 12% in James City County, 10% in York County, and 14% in the region. The 1998 Plan said that “no new multi-family housing projects should be developed and there should be no net increase in the City's multi-family stock.” There is no more land available in the City for medium and high density multifamily projects.
 - **Are there areas where new multi-family developments would be acceptable?**
 - **Should multi-family residential projects be allowed in commercial districts (B-2 and B-3), as they were before 1998?**
 - **Should multi-family residential in commercial districts be integrated with commercial uses?**
- A lot of our present downtown single-family residential areas have densities higher than allowed in the current zoning ordinance, yet remain desirable places in which to live.
 - **Should we consider increasing the residential densities allowed for undeveloped residential land?**
- Concerns have been expressed about pressures on downtown residential areas adjacent to the College of William & Mary.
 - **How should the Plan address these concerns?**
 - **Is the three unrelated person limit for dwelling units a valid restriction?**
 - **Are there areas where student-oriented multi-family developments would be acceptable and desirable?**
- Bed & breakfasts are allowed along certain major corridors, with limitations on their total numbers, and no more than four rooms allowed per B&B. No more B&Bs are allowed on Richmond Road.
 - **Are the current Bed & Breakfast regulations doing an acceptable job in regulating the location of these uses in residential areas?**
 - **Should the quota allowing no more Bed & Breakfasts on Richmond Road be reconsidered?**
 - **Should the limitation of renting no more than four bedrooms be reconsidered?**

COMMERCIAL AND ECONOMIC DEVELOPMENT FACTS

- Major commercial projects over the past 25 years include: 1979 – Safeway (now Staples); 1981 – Williamsburg Shopping Center expansion; 1986/87 – Lennox, Ethan Allen/West Point Pepperell/Patriot Plaza; 1995 – Food Lion expansion; 1999 – CVS/Citizens & Farmers Bank; 2001 – CWF College Corner Building; 2002 – Prince George Parking Garage; and 2003 – Williamsburg Chrysler-Jeep-Kia and CWF Vehicle Maintenance Facility. The proposed Wal-Mart was denied in 1992.
- There was a gain of 1,631 hotel rooms between 1975 and 1987 (1,677 new rooms were built and 46 rooms were demolished). Hotel construction ceased from 1988 to 1995. Between 1996 and 2003, the City's room supply was modernized and upgraded, with a gain of 305 hotel rooms (913 new rooms were built and 608 rooms were demolished or converted).
- Construction of new restaurants has been steady over the past 28 years, with an average of one new restaurant each year. The City now has 83 restaurants, and the new restaurant buildings added over the past 25 years make up 37% of the total. There has been a net gain of 11 restaurants between 1990 and 2003.
- High Street Williamsburg is planned for 50 acres on Richmond Road. High Street will be a mixed-use development combining high-quality commercial, retail, dining and entertainment in a pedestrian-friendly setting, totaling approximately 400,000 square feet of floor area. It will be anchored by Cinemark (multi-screen cinema) and Barnes & Noble, and is expected to begin construction in 2004 or 2005.
- Other than High Street, the primary area for new commercial or economic development is the 149 developable acres owned by the Colonial Williamsburg Foundation at the southeast corner of the City (Quarterpath Road and Route 199).
- The 1998 Comprehensive Plan also identifies 14 redevelopment areas on Richmond Road and Capitol Landing Road. Two of the redevelopment areas are now the sites for the Hilton Gardens, Springhill Suites, Residence Inn, Red Hot and Blue, Applebee's and Chili's. The majority of another area will be part of High Street.

COMMERCIAL AND ECONOMIC DEVELOPMENT ISSUES

- With the limited amount of land available for commercial and economic development uses (both for new development and redevelopment), it is essential for the continued economic health of the City that quality development and redevelopment be encouraged. The City needs to expand on its niche in the regional market, and maintain its status as the economic hub of the region and a trendsetter among successful tourism-supported communities in the country.
 - **What steps should the City take to encourage this continued economic growth?**
- Commercial development is regulated by zoning, which deals with uses allowed, landscape and buffer areas, required parking, signs, and architectural design.
 - **Are the City's current regulations too restrictive, not restrictive enough, or about right to preserve community character and to encourage economic development?**
- The Sharpe Student Survey and the Student Assembly Survey indicated a desire among W&M students for more student oriented businesses close to the College.
 - **Does the Comprehensive Plan provide the flexibility for an appropriate mix of businesses in the downtown and college area, including student-oriented businesses?**

TRANSPORTATION FACTS

- Four road improvement projects will be constructed over the next several years: Richmond Road between Brooks Street and New Hope Road; Treyburn Drive between Monticello Avenue and Ironbound Road; the Monticello Avenue/Ironbound Road intersection; and the Jamestown Road/Route 199 intersection.
- Two other projects are identified but not funded: Improvement of Quarterpath Road and widening of Ironbound Road to 4-lanes between Richmond Road and the Longhill Connector.
- Two intersection projects are identified but not funded: installation of a traffic light at the Richmond Road/Waltz Farm Drive intersection and improvement of the Richmond Road/Patriot Lane intersection.
- Since 1992, 7 miles of bike lanes have been constructed within the City (40 miles regionally). The next major improvement will be the construction of bike lanes on Treyburn Drive.
- The renovated Williamsburg Transportation Center was dedicated in 2002, and serves as a true multi-modal transportation center, servicing Amtrak, Williamsburg Area Transport, and Greyhound/Trailways.
- The Comprehensive Plan recommends several areas for sidewalk improvements: Monticello Avenue from Ironbound Road to Treyburn Drive, Treyburn Drive; portions of Lafayette Street from the Municipal Building to Richmond Road; Bypass Road; east side of Capitol Landing Road from Parkway Drive to Merrimac Trail; and Parkway Drive between Bypass Road and Capitol Landing Road.
- No funding is programmed for a roundabout at College Corner.

TRANSPORTATION ISSUES

- The City has a limited number of major street improvement projects yet to be built (Ironbound Road widening from Richmond Road to Longhill Connector, Quarterpath Road improvements, Waltz Farm Drive/Patriot Lane intersection improvements).
 - **Are there any other street improvements that the City should consider?**
- The Comprehensive Plan identifies many improvements needed for pedestrian and bicycle facilities, and many of these improvements have been made.
 - **Are there critical areas for pedestrian and bicycle facilities that should be given a high priority?**
- The City has renovated the Transportation Center, which serves Amtrak, Williamsburg Area Transport, and Greyhound/Trailways. In the future, it may serve higher speed rail and light rail.
 - **Are there any other enhancements to our transportation system that should be considered?**
- The Jamestown Road Traffic and Parking Study has recommended the construction of a roundabout at the Jamestown Road/Boundary Street intersection.
 - **Is this a good idea?**